

YEAR OF SELF CARE 2016



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HIGHLIGHTS

500+

Young people reached
in mental health anti-
stigma sessions



1.1M

Social media
impressions



275

Falls
assessments

With follow up offer for
strength & balance
classes

400

people took part
in the
Week of Walks



751

people accessed
weight management
courses



40+



Organisations &
companies involved in
Year of Self care

CHILDREN & YOUNG PEOPLE

2016 saw a range of **digital content**, notably children and young people's mental health and wellbeing, oral health, physical activity and sexting. All of which were promoted across Facebook, Twitter and Instagram. Social media campaigns were run to support national initiatives such as Time to Talk Day, Mental Health Awareness Week, National Child Exploitation Awareness Day, the NSPCC Net Aware Guide and the Baby Buddy App.



How can we reduce Mental Health Stigma?

#1



Children & Young People's Mental Health and Wellbeing included award nominated co-produced short animated messages about mental health stigma and 'superhero' animations about resilience based on young people's own words. Anti-stigma sessions were run in schools and a supportive guide for parents was produced. Locally, we engaged directly with over 500 young people. "Kooth.com" online counselling supported young people aged 11-19.

August was **Children and Families month**. Working with colleagues across the council and community, we helped people keep the family active, eat healthily and have fun over the summer holidays. The work also highlighted our Children's Centres and leisure facilities, the Summer of Fun programme and our outdoor green spaces. Support was given to keep children safe in the sun and make sure immunisations were up to date for school in September. This information was sent to all Bracknell Forest residents in July.



ADULTS

Beginner exercise classes launched in 2016 and were able to support over 180 residents of all ages to take the first steps in their journey to becoming active. The courses supported people with their confidence to exercise, helping people recover from injury and connected lots of people who now have continued exercise together, with 100% of course completers pledging to remain active.



The local **Smoking Cessation** service continued to give excellent support to residents to help them give up smoking: 715 people quit smoking locally in 15/16 with a success rate of over 77%, making it one of the most successful services in the country. October saw a successful Stoptober campaign with over 170+ people pledging to quit in October alone!

Residents experiencing **mental health** problems have been supported to be more active with a choice of yoga, tai chi, Table tennis and badminton activities in sport centres and local venues.

The **Green Gym** has helped local people with easy changes they can make or activities they can do in local green spaces which can improve their overall physical and mental wellbeing.



OLDER PEOPLE

In 2016 FallsFree4Life assessed more than 275 residents aged 65 and over with 33 residents completing the 12 week Well Balanced programme. The team have been keeping busy attending numerous community group events to further raise awareness of falls prevention, including Carers lunches, Age Concern events and the Bracknell Forest Show. Residents have also been offered a number of seated exercise, tai chi and yoga classes as well as health walks.



As of June 2016 the **Befriending & Community Choices** scheme has successfully matched over 100 befrienders to older people in our community. In addition a number of residents have been 'linked' up to community groups through the Community Choices scheme. Examples of these groups include Age Concern afternoon events, craft classes, board game groups and coffee mornings.

We have been working with **local groups and communities** to increase opportunities locally. Since September 2016 we have been working with Chess in Schools & Communities to develop a brand new programme which aims to teach chess to residents over 50. The new programme, **Checkmates**, will deliver four 10 week sessions throughout 2017 with the goals of reducing social isolation, learning a new skill and maintaining good cognitive function.



FEEDBACK



Anon,
Kooth User

"last year and this year i suffered with depression and anger issues so i started using Kooth since then i have improved i feel so much happier and no more anger issues i have become more confident and proud of myself and its all thanks to you guys (the Kooth community) thanks for listening"

"We started going for coffee together after each session, we got on really well, and it was nice that we were also joined sometimes by our coach Vikki. The social part of the programme quickly became as important as the fitness part. As we approached the last few sessions it was clear that many members simply didn't want things to end – so we resolved among ourselves to carry on meeting. We formed our own walking group, meeting at different times and venues, and generally continuing to support each other."



Karen,
Resident



Anon,
FallsFree4Life User

"I am more confident in my balance and don't need to use a stick as much now to give me extra support. My leg muscles are stronger and I can walk longer distances without pain"

"It's been an absolute pleasure working with the council team and Age Concern to deliver support, care and advice to the community. For us it has not only been valuable in widening our understanding of what services are delivered in the community but also to increase our own ability to deliver our services to the community. I hope we will be able to continue to work successfully together"



Alex,
Halsa

2017

Jan

Alcohol
Awareness

Feb

Mental
Wellbeing

Mar

Healthy
Ageing

Apr

Physical
Activity

May

Healthy
Eating

Jun

Carer
Wellbeing

Jul

Learning &
Volunteering

Aug

Children &
Families

Sep

Workplace
Health

Oct

Quit
Smoking

Nov

Winter
Wellbeing

Dec

Reflection



YEAR OF SELF CARE 2017

After the success of 2016, 2017 promises to be an exciting year and you will be able to follow everything by visiting yosc.bracknell-forest.gov.uk

The local health portal will be launching in the new year. As a 'one stop shop' for practical support, it will give you information, support and enable you to 'Get Active', 'Eat Healthily' or find out about local services and community groups and much more. Visit health.bracknell-forest.gov.uk

